



## Maria Amelia Odetti

E-commerce Consultant & Former Secoo Head of Business Development

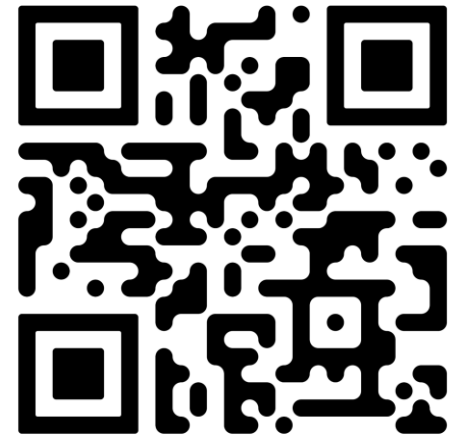
[odetti@gmail.com](mailto:odetti@gmail.com)

Focus • Development of digital businesses:  
e-commerce, internationalization, digital transformation, ...

### Resume

- Graduated in oriental languages
- Master in internationalization of SME @ Venice International University
- Master in digital business @ Bologna Business School (2018)
- CEO Assistant @ Luisa Via Roma SpA (2008-2019)
- Head of business development @ Secoo Group (2019 – 2020)

SCAN ME



# Agenda



CALENDARS



INTRO TO THE  
MAIN FESTIVALS



HIGHLIGHTS AND  
TRENDS



PRACTICAL  
SUGGESTIONS



# Chinese National Holidays

## China Public Holidays Calendar 2021

### JANUARY

Mo	Tu	We	Th	Fr	Sa	Su
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- 1. New Year's Day (January 1<sup>st</sup>)**
- 2. The Spring Festival (Chinese New Year)**  
Date: 1st day in 1st lunar month  
February 12, 2021
- 3. The Qingming Festival - Tomb-Sweeping Day**  
Date: April 4<sup>th</sup> or 5<sup>th</sup> 2021
- 4. Labor Day (May Day)**  
Date: May 1<sup>st</sup>, 2021
- 5. The Dragon Boat Festival**  
Date: 5th day in 5th lunar month, 14<sup>th</sup> June 2021
- 6. The Mid-Autumn Festival**  
Date: 15th day in 8th lunar month  
In 2021, September 21st.
- 7. National Day (Golden Week)**  
Date: October 1<sup>st</sup>



# Chinese Online Festivals

## 1. The Spring Festival (Chinese New Year)

Date: 1st day in 1st lunar month

February 12, 2021

## 2. International Women's Day

Date: 8<sup>th</sup> March 2021

## 3. 6.18 Shopping Festival

Date: from 1<sup>st</sup> until 18<sup>th</sup> of June 2021

## 4. National Day Golden Week

Date: 5th day in 5th lunar month

## 5. Single's Day - Double 11

Date: 15th day in 8th lunar month

In 2021, September 21st.

## 6. 12.12 Festival – End of season

Date: December 12<sup>th</sup>

## China Public Holidays Calendar 2021



# China Public Holidays Calendar 2021



Chinese Online Festivals: FOCUS

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# 2020 - DIFFERENCES



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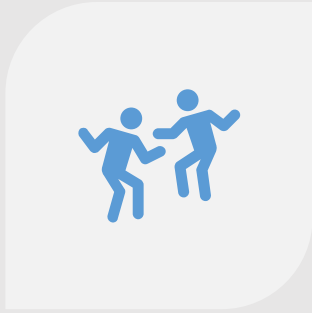
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# 6 top Chinese shopping festivals

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# SPRING FESTIVAL (Chinese NY)



*Nike's 2019 Chinese New Year Edition*  
*Source: Nike*





## 3.8 FESTIVAL (Women's Day)



Nike's "Just Do It" campaign



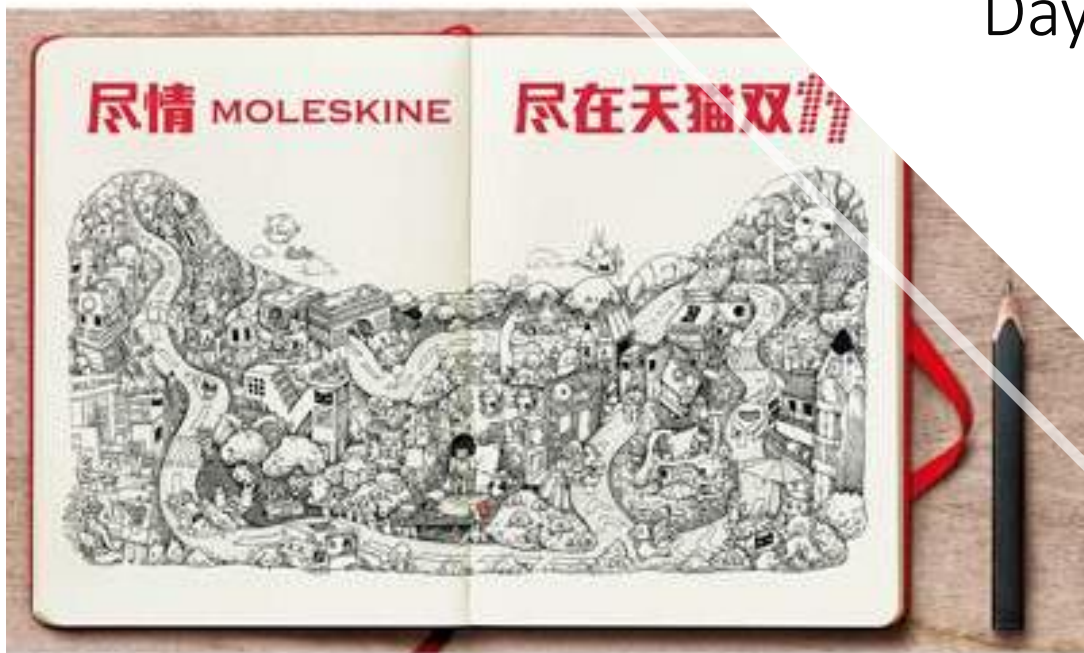
# 6.18 FESTIVAL (JD's bday)



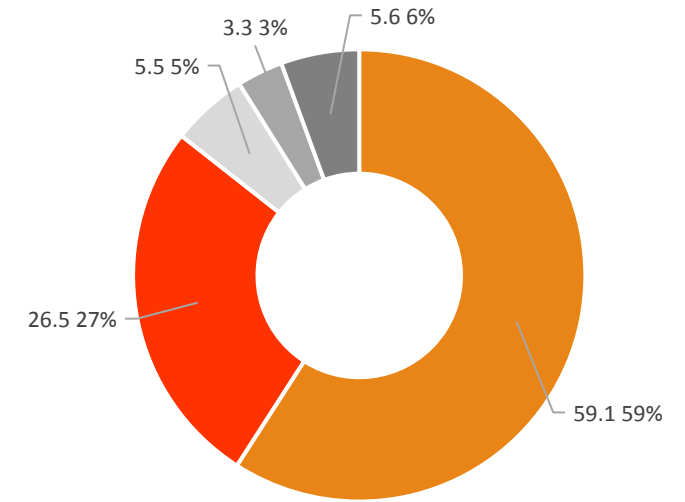
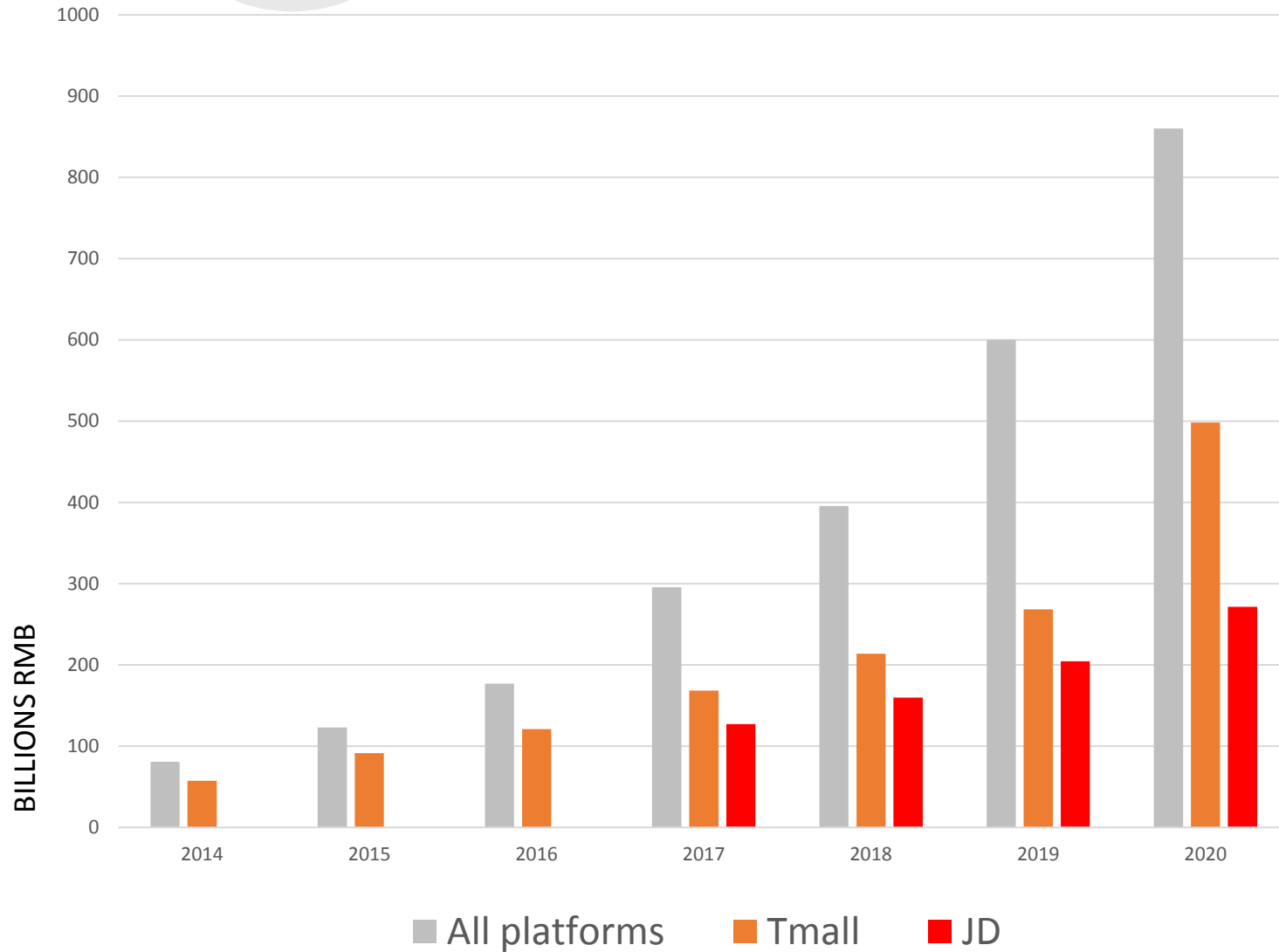
*Dyson, L'Occitane and Li-Ning's collaborations with Tmall on limited edition 6.18 Shopping Festival products*



11.11 FESTIVAL (Single's Day, Double 11)



# 11.11 Gross Merchandise Volume



Sales Distribution  
(date of 11.11 2020 only)



# Overall Performance – Cross-Border EC (CBEC)

## CBEC Sales

(from 1.11 until 11.11)



## Top Countries

USA, Australia, Canada, France, Germany, Italy, Japan, Korea, New Zealand, UK.



### Tmall Global Import

- 47,3% sales growth YoY
- 31k+ overseas brand
- 2600+ first timers
- 233 brands → 10MM RMB GMV
- 871 brands → 1M RMB GMV

### Popular Items on Tmall

- Beauty Machines → Japan
- Skin Care → South Korea
- Pet Food → Canada
- Hair Removal → UK
- Latex Mattresses → Thailand

### Pop New Niches on Tmall

- Rose pure water → Bulgaria
- Essential oils → Morocco
- Skin Care → Iceland
- Camel Milk → UAE



10.1  
National Day  
– Golden  
Week

**你放假 我放价**

**一元秒杀 低至五折**

**立即抢购**

活动时间：9月27日-10月2日

Arawana™ Noodles 金龙鱼

리칭

金沙河 DAOXIAOMIANPIAN 刀削面片

金沙河 味银丝挂面


金沙河 红薯粉条

金沙河



# 12.12 (End of Season Festival)





# 2020 Online Festivals Highlights

- ❑ LIVE GALAS
- ❑ LIVESTREAMING
- ❑ RISING OF SMALL AND EMERGING BRANDS
- ❑ GLOBAL EVENT

## TRENDS

- NEW DOMESTIC BRANDS
- LOWER TIER CITIES
- FESTIVALS GOING GLOBAL





# Live Galas (TV and APPs)





YOUKU 优酷独播



The possibilities are swimming around inside my head





# Live Streaming is no longer optional

	Name	Platform	Session	GMV (BN ¥)
1	薇娅 Viya	Taobao	23	123
2	李佳琦 Austin	Taobao	22	98
3	辛巴 Xinba	Kuaishou	5	28
4	雪梨 Cherie	Taobao	23	22
5	烈儿宝贝 Lieer Baby	Taobao	23	6.6
6	蛋蛋小盆友 Dandan	Kuaishou	11	6.1
7	陈洁 Kiki	Taobao	22	5.8
8	Suning Official	Douyin	10	5.6
9	聚划算 Juhuasuan	Taobao	22	4.3
10	二驴的 Erlvde	Kuaishou	3	4.2

- Transaction volume of Livestreaming ~72,9 B¥ (only 11.11)
- Just 33 Studios > 100MM¥
- Best Performance Cosmetics







# Growth of Small and Emerging Brands

中國創製  
中國製  
世界用

Sector	Brand	Founded
Pasta	空刻 AirMeter	2019
Ice Cream	钟薛高 Chicecream	2018
Eye Shadow + Lipstick	完美日记 Perfect Diary	2017
Eyebrow Pencil	花西子 Florasis	2017
Facial Care	敷尔佳 Voolga	2017
Baby Snacks	宝宝馋了 Baobaocanle	2016
Drinking Water	元气森林 Yuanqisenlin	2016
Instant Coffee	三顿半 Saturnbird	2015



# Low- tier cities released a stronger consumer momentum

	Rural	Tier 3 cities and below
 <b>Population Size</b>	550 million	530 million
 <b>Internet Coverage</b>	45%	75%
 <b>Online Shopping Permeability</b>	70%	75%
 <b>Annual Per Capita Consumption</b>	6,000	10,000
	1.03 trillion	2.98 trillion

**Online Consumption Scale of "Sinking Market" in 2019**



# Survival Kit



CATALOGUE



CONTENT

**CUSTOMIZE**



USE THE TOOLS



FOLLOW  
MARKETPLACES  
GUIDELINES

**COMPLY**



STOCK MANAGEMENT



FULLFILLMENT



ORDER  
MANAGEMENT

**PLAN**



# Sales Objectives for Festivals

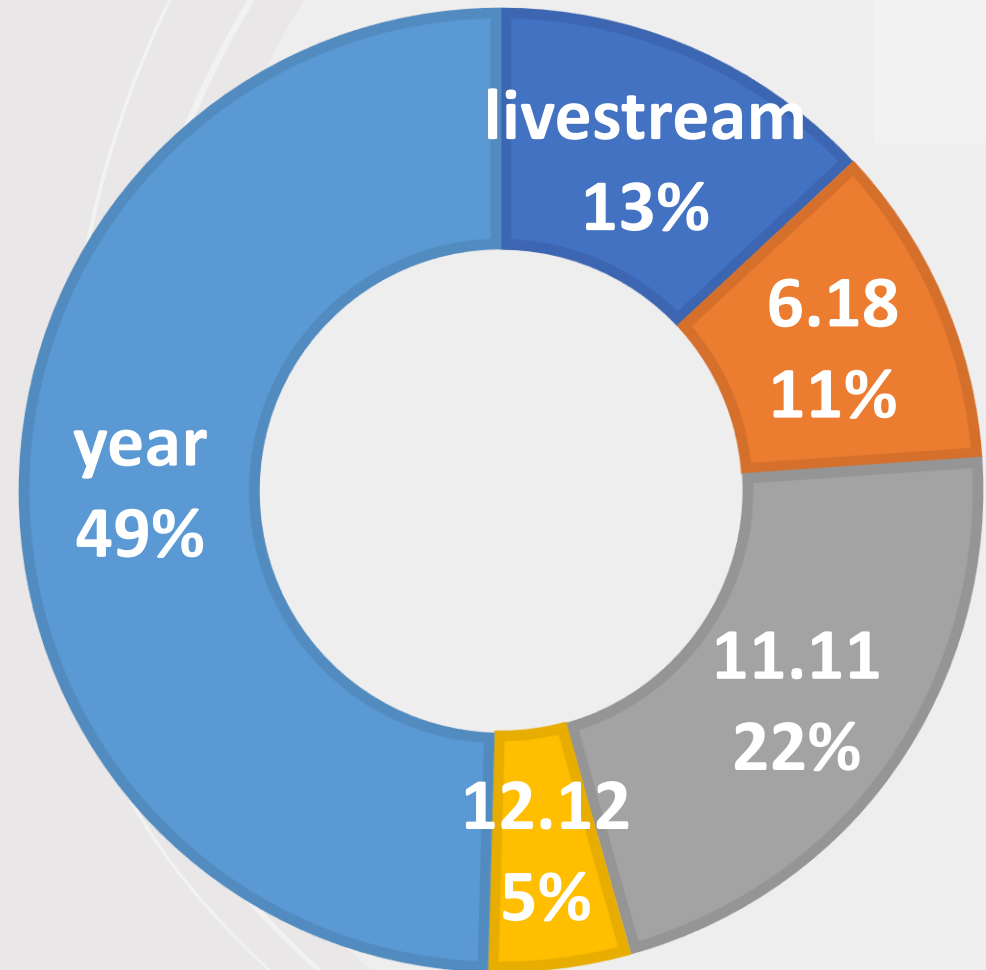
- LIVESTREAM 7~20% of total sales
- Singles' Day 20-30% of your annual sales targets
- 618 sales ~50% of your 11.11 sales
- 12.12 sales 20~25% of 11.11 sales

## GROWTH TARGET

YOY sales +60% for Singles Day

+65% sales in pre-orders

The volume of pre-sale orders +10-20% YoY



# Improve Brand performance

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- ALL YEAR STRATEGY
- THE FESTIVALS ARE AN ARRIVING POINT
- LOOK FOR WHAT IS GOOD FOR YOUR BRAND

- YOUR TP IS YOUR BEST FRIEND



KPI

Fulfillment Planning

P&L Control

Market Updates and Info



# New regulations 2020

**OCT 20**

Measures for the Supervision and Administration of Online Transactions.

**NOV 6**

Guidelines on strengthening supervision of online live streaming marketing activities.

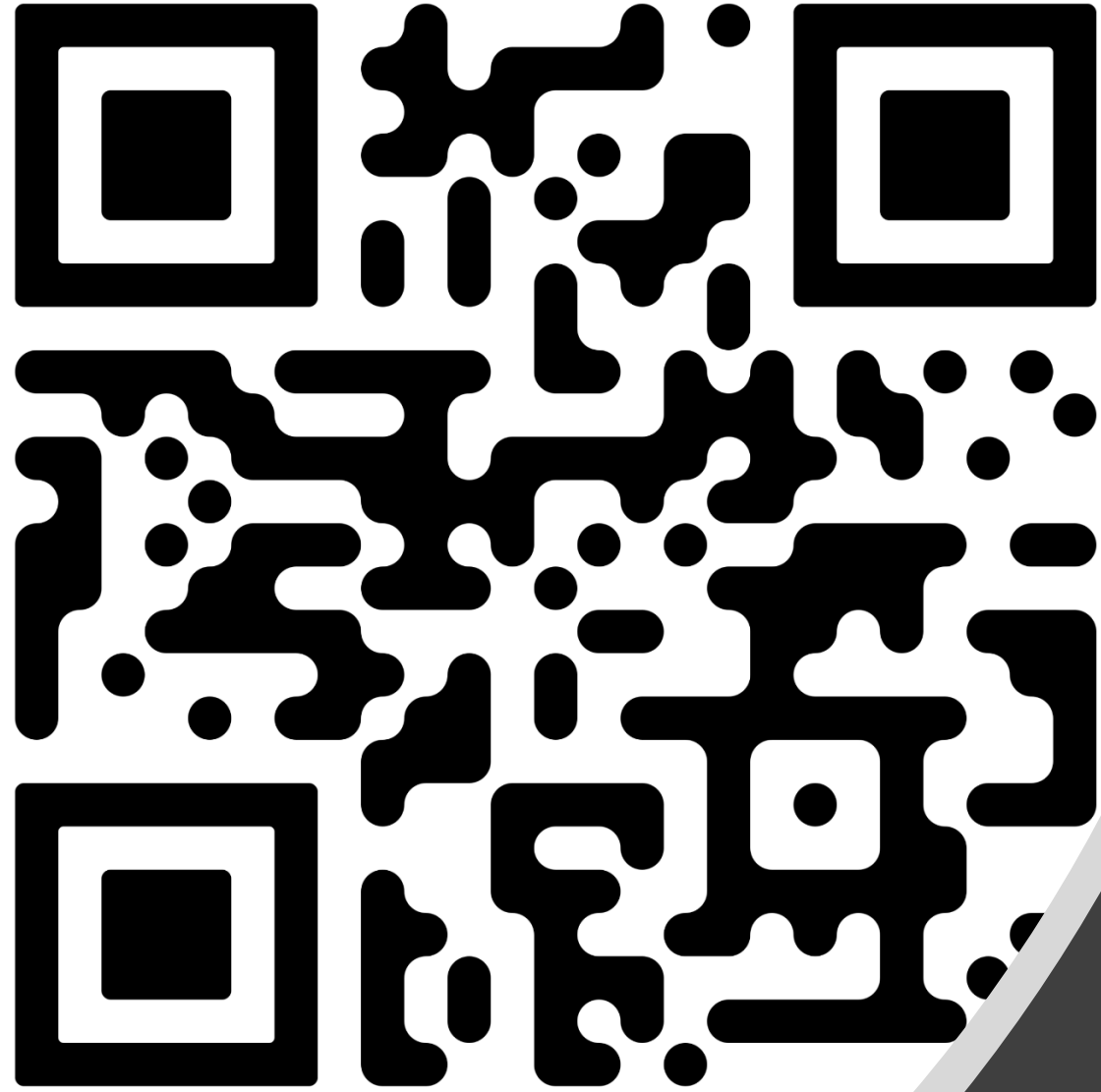
**NOV 20**

Draft guideline document to prevent internet platform-based to become monopolies.



**SAMR**

**国家市场监督管理总局**



Thank you